

Guest Lecture



Vijay Govindarajan

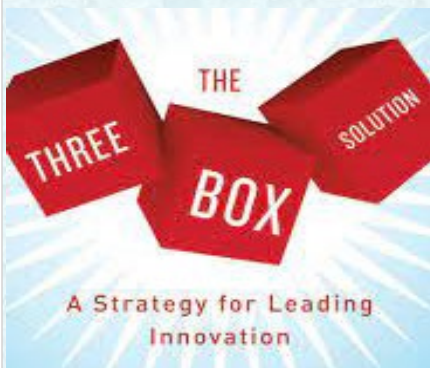
Coxe Distinguished Professor, Tuck School of Business,
Dartmouth College and Faculty partner at the Silicon
Valley incubator Mach49.

Date: 9th October 2023

Time: 8.30 A.M. (EST, USA) and 6.00 P.M. (India)

Link: <https://csir-igib-res-in.zoom.us/j/92366524389?pwd=b2VTeGtDUUNjNmo5TUlQ TnREc3NxQT09>

Meeting ID: [923 6652 4389](https://csir-igib-res-in.zoom.us/j/92366524389?pwd=b2VTeGtDUUNjNmo5TUlQ TnREc3NxQT09); Passcode: 786099



Council of Scientific and Industrial Research (CSIR)
Anusandhan Bhawan, 2 Rafi Marg,
New Delhi -110001 (India)

“Reverse Innovation”

“Reverse innovation is about creating new innovations for an emerging market in order to both serve that market and create something you can later sell in rich countries.

“Historically, companies innovated in a rich country like the US and sold those products in a poorer country like India,” VG explains. “Reverse innovation is about doing exactly the opposite.”

Reverse Innovation is beneficial for several reasons. Emerging markets contain huge numbers of potential customers who have the same needs as rich consumers that often aren't being serviced. Tapping into them opens new avenues for growth.”

2 March 2022

<https://www.businessbecause.com/news/insights/8093/vijay-govindarajan-reverse-innovation>

“excellence begins with strategic clarity...”

Zoom Link Details:

Topic: Reverse Innovation by Prof. Vijay Govindarajan

Time: Oct 9, 2023 05:45 PM India

Join Zoom Meeting

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